Ministry of Higher Education and Scientific Research
Scientific Supervision and Scientific Evaluation Apparatus
Directorate of Quality Assurance and Academic Accreditation
Accreditation Department

Academic Program and Course Description Guide

2024

Introduction:

The educational program is a well-planned set of courses that include procedures and experiences arranged in the form of an academic syllabus. Its main goal is to improve and build graduates' skills so they are ready for the job market. The program is reviewed and evaluated every year through internal or external audit procedures and programs like the External Examiner Program.

The academic program description is a short summary of the main features of the program and its courses. It shows what skills students are working to develop based on the program's goals. This description is very important because it is the main part of getting the program accredited, and it is written by the teaching staff together under the supervision of scientific committees in the scientific departments.

This guide, in its second version, includes a description of the academic program after updating the subjects and paragraphs of the previous guide in light of the updates and developments of the educational system in Iraq, which included the description of the academic program in its traditional form (annual, quarterly), as well as the adoption of the academic program description circulated according to the letter of the Department of Studies T 3/2906 on 3/5/2023 regarding the programs that adopt the Bologna Process as the basis for their work.

In this regard, we can only emphasize the importance of writing an academic programs and course description to ensure the proper functioning of the educational process.

Concepts and terminology:

Academic Program Description: The academic program description provides a brief summary of its vision, mission and objectives, including an accurate description of the targeted learning outcomes according to specific learning strategies.

Course Description: Provides a brief summary of the most important characteristics of the course and the learning outcomes expected of the students to achieve, proving whether they have made the most of the available learning opportunities. It is derived from the program description.

Program Vision: An ambitious picture for the future of the academic program to be sophisticated, inspiring, stimulating, realistic and applicable.

Program Mission: Briefly outlines the objectives and activities necessary to achieve them and defines the program's development paths and directions.

Program Objectives: They are statements that describe what the academic program intends to achieve within a specific period of time and are measurable and observable.

Curriculum Structure: All courses / subjects included in the academic program according to the approved learning system (quarterly, annual, Bologna Process) whether it is a requirement (ministry, university, college and scientific department) with the number of credit hours.

Learning Outcomes: A compatible set of knowledge, skills and values acquired by students after the successful completion of the academic program and must determine the learning outcomes of each course in a way that achieves the objectives of the program.

Teaching and learning strategies: They are the strategies used by the faculty members to develop students' teaching and learning, and they are plans that are followed to reach the learning goals. They describe all classroom and extra-curricular activities to achieve the learning outcomes of the program.

Academic Program Description Form

University Name: Mosul University

Faculty/Institute: Tourism Science Faculty

Scientific Department: Department of Tourism Studies

Academic or Professional Program Name: Bachelor of Science in Tourism

Final Certificate Name: Bachelor of Science in Tourism

Academic System: annual

Description Preparation Date:

File Completion Date:

Signature:

Head of Department Name:
haithan ahmed hussein
Date: 8/4/2025

Signature:

Scientific Associate Name:
manal Rafat Khalid
Date: 20/4/2025

The file is checked by:

Department of Quality Assurance and University Performance

Director of the Quality Assurance and University Performance Department:

Osama Mohammed Ahmed

Date: 13 / 4 / 2025
Signature:

Approval of the Dean

1. **Program Vision**
The department aspires to be a cornerstone of innovative education in the tourism and hospitality industry, serving the community both locally and globally in a sustainable manner.

2. **Program Mission**
To provide innovative and integrated education that combines academic knowledge with practical application, preparing professionals with vision and high-level skills to keep pace with developments in tourism and hospitality, while fostering creativity and innovation to serve the community and advance the future of the tourism sector.

3. **Program Objectives**
1   Design and implement modern academic programs that keep up with contemporary developments in tourism.
2   Promote sustainable development through education and the dissemination of a culture of peace and environmental protection.
3   Equip students with theoretical knowledge and practical skills to meet the needs of the tourism job market.
4   Provide practical training opportunities in collaboration with tourism institutions and companies.
5   Support scientific research to address challenges in the tourism sector locally and regionally.
6   Conduct studies in sustainable tourism and promote the responsible use of resources.
7   Implement awareness programs to raise cultural and tourism awareness in the local community.
8   Build strategic partnerships with tourism entities to achieve common goals.

4. **Program Accreditation**
Does the program have program accreditation? And from which agency?
No

5. **Other external influences**
Is there a sponsor for the program?
No

6. Program Structure

Program Structure	Number of Courses	Credit hours	Percentage	Reviews*
Institution Requirements	12	21	40%	
College Requirements	12	26	40%	
Department Requirements	6	13	20%	
Summer Training				
Other				

* This can include notes whether the course is basic or optional.

7. Program Description

Year/level	Course code	Course name	Credit hours	
			theoretical	practical
Third				
	Ttr4	Management and Organization of Conferences and Events	٢	
	Ttr8	Management of Tourism protocols	٣	

	Ttr2	English Language	١	
	Ttr3	Travel and Tourism Laws	١	
	Ttr9	Management of Tourism Projects	٣	
	Ttr10	Quality of Tourism Services	٣	
	Ttr7	Touristic Investment	٣	
	Ttr1	French language	١	
	Ttr6	Touristic planning	٣	
	Ttr5	Management of travel and tourism companies	٣	
Forth				
	Ttf5	**French language**	٣	
	Ttf8	**Touristic media**	٢	
	Ttf2	**Touristic sites analysis**	٢	
	Ttf7	**Touristic crisis administration**	٢	
	Ttf1	**English language**	٣	
	Ttf3	**Research preparation and methods**	٢	
	Ttf9	**Tourism legal legislation**	٢	
	Ttf6	**Touristic marketing**	٢	
	Ttf4	**Human resources management**	٢	
	Ttf10	**Tours organization**	٢	

8. **Expected learning outcomes of the program**	
Knowledge	
Learning Outcomes 1	• The ability to solve tourism-related problems using general data and applying modern and scientific methods in addressing them. • Tourism studies as a foundation of scientific knowledge and its provision. • The relationship between the country's economic situation and tourism, including foreign currency inflows. • Understanding the tourism environment at the national, regional, or international level.
Skills	
Learning Outcomes 2	• Adopting well-studied scientific description and analysis to explain tourism phenomena and their relation to the addressed problem. • Understanding the law and legal texts, and organizing the regulatory framework for tourism-related matters. • Using accounting and mathematical systems to analyze problems facing the tourism sector. • Applying constructive criticism and scientific analysis to topics under discussion.
Ethics	
Learning Outcomes 4	• The ability to recognize ethical and professional responsibilities in the field of tourism. • Commitment to adopting modern and advanced practices to promote and develop work in the tourism sector. • Applying modern approaches used in developed countries to enhance the productivity of the tourism sector at the local level. • Working toward coordination and collaboration between academic departments at both local and international

universities to achieve better performance in those departments.

9. Teaching and Learning Strategies

- **Direct Education**: Conducted through academic lectures where the professor plays the primary role. The content is delivered in a simple and accessible manner, with the student as the recipient.

- **Indirect Education**: Involves a high level of student participation through observations, verification, and active engagement in proposing alternatives or solving problems. The university professor acts as a direct and active supervisor.

- **E-Learning**: Utilizes the latest technologies such as virtual reality and machine learning, integrating them with educational scientific concepts to create a methodology designed to enhance the acquisition of knowledge and skills.

10. Evaluation methods

- **Scientific Exams**: The traditional method used by university professors to assess the student's level and understanding of the subject.

- **Research Papers**: Students are assigned by the course professor to write research papers on a topic agreed upon in advance. This enhances the student's ability to conduct scientific research, find solutions to problems, and benefit from the experience in a practical way.

- **Reports**: Students are encouraged to explore specialized websites and write reports, supported by library resources and scientific curricula. Emphasis is placed on the method of report writing, presentation, and discussion with peers—making this one of the main learning and evaluation tools.

- **Discussions and Questions**: Discussion sessions are organized among students under the supervision of the teaching staff, involving critical thinking questions. The quality of answers helps the professor gauge the students' levels of understanding and comprehension, making this one of the key methods of evaluation.

- **Graduation Project or Thesis**: A study requirement that also serves to showcase the intellectual, academic, and practical skills the student has acquired. It involves selecting a topic from the curriculum studied during the academic program.

11. Faculty

Faculty Members

Academic Rank	Specialization		Special Requirements/Skills (if applicable)		Number of the teaching staff	
	General	Special			Staff	Lecturer
Professor Dr	Philosophy of physical education	Philosophy and history of physical education			1	
Assistant Professor Doctor	geography	Human geography			1	
Doctor teacher	English language	Critical style			1	
Doctor teacher	Ancient ruins	Antiquities and civilizations of the ancient Near East			1	
assistant teacher	special law	Proceedings law			1	
assistant teacher	business management	business management			1	
assistant teacher	Ancient ruins	Ancient Iraqi languages			1	
assistant teacher	Management Information Systems	Management Information Systems			1	
assistant teacher	accounting	Financial accounting and auditing			1	
assistant teacher	Economy	Sciences in economics			1	
assistant teacher	translation	Linguistic meaning			1	
assistant teacher	Banking and Financial Sciences	Banking and Financial Sciences			1	
assistant teacher	French	French novel				1
assistant teacher	French	French language and literature				1

assistant teacher	business management	Financial management			1	
assistant teacher	business management	marketing			1	
assistant teacher	management and economy	business management			1	
assistant teacher	management and economy	business management			1	
18					16	2

12. Professional Development

Mentoring new faculty members

The Department of Tourism Studies adopts a program to develop new faculty members by offering training lectures under the supervision of a qualified departmental team. The program also involves engaging new faculty in departmental activities under the guidance of more experienced staff members, in addition to organizing training courses and conducting discussion seminars.

Professional development of faculty members

• Involving faculty members in scientific courses and seminars that contribute to the development and enhancement of their specialized expertise.

• Encouraging the organization of scientific workshops, seminars, conferences, and training courses to advance the professional level of the faculty members.

13. Acceptance Criterion

• Adopting the centralized admission plan with its conditions, in accordance with the department's annual academic plan.

• Admitting top graduates from tourism institutes according to the current regulations of the Ministry of Higher Education and Scientific Research.

• Personal interview.

14. The most important sources of information about the program

• The department's academic guide approved by the university and the ministry.

• The university and college official websites.

15.	Program Development Plan

- Striving to attract additional students by simplifying admission criteria and expanding the number of seats available for prospective students.

- Working on developing the academic department by offering graduate programs (Master's and Ph.D.) to ensure the department's sustainability with specialized teaching staff.

- Developing the teaching staff in the department through scientific workshops, training courses, field visits, and knowledge and academic exchange between corresponding departments at local and international universities.

- Integrating theory and practice by incorporating required scientific subjects in the curriculum through field visits to both public and private tourism institutions and organizing scientific seminars by inviting tourism officials, directors, or experienced professionals to enhance practical experience in the field.

- Providing all possible resources to offer the best services and facilities to students, including modern furniture, air conditioning for classrooms, laboratories, and a well-equipped library with a wide range of up-to-date books, available for both undergraduate and graduate students.
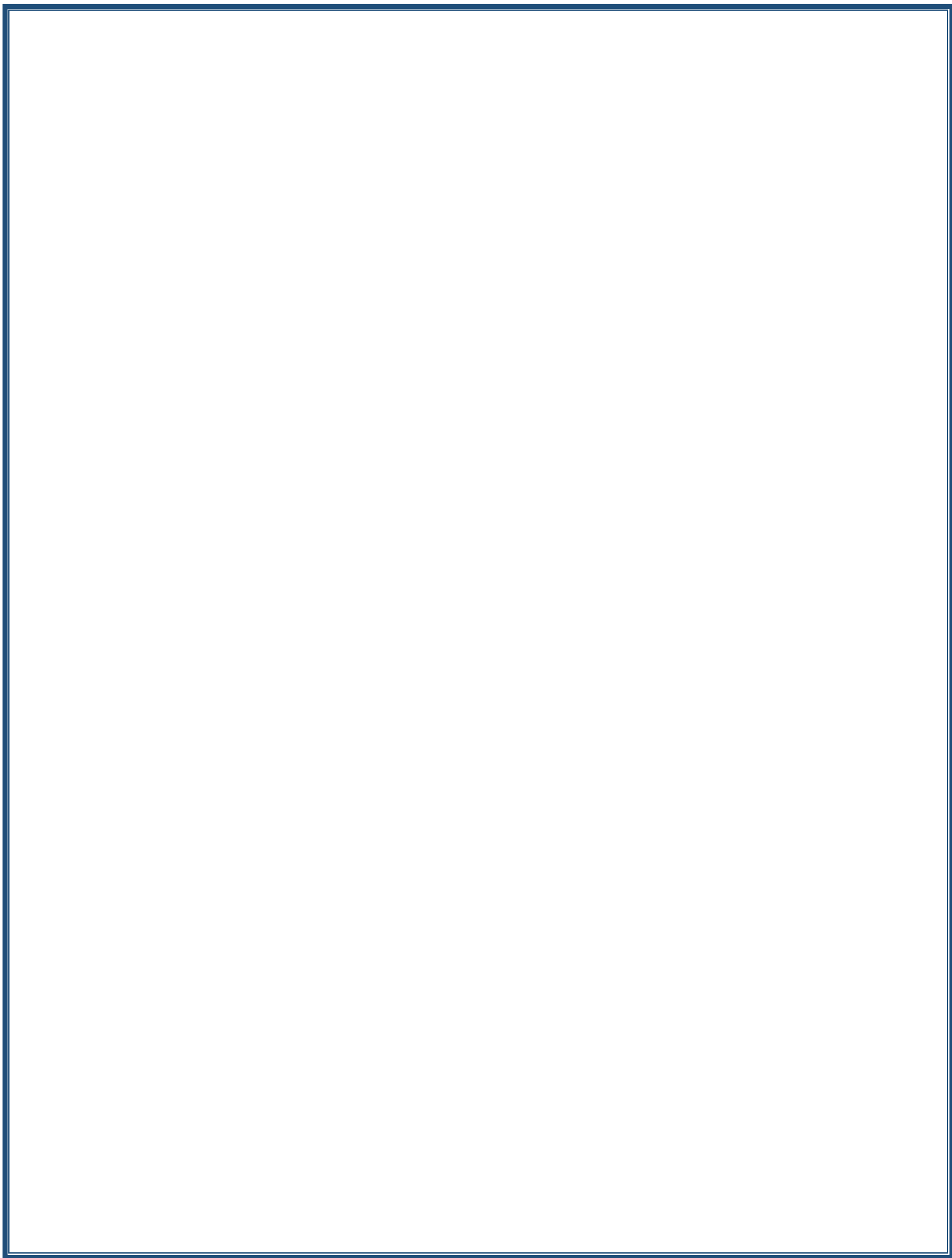
Program Skills Outline																
				Required program Learning outcomes												
Year/Level	Course Code	Course Name	Basic or optional	Knowledge				Skills				Ethics			
				A1	A2	A3	A4	B1	B2	B3	B4	C1	C2	C3	C4
Third Stage	Ttr4	Management and Organization of Conferences and Events	basic			√				√				√	
	Ttr8	Management of Tourism protocols	basic			√				√				√	
	Ttr2	English Language	basic			√				√				√	
	Ttr3	Travel and Tourism Laws	basic			√				√				√	
	Ttr9	Management of Tourism Projects	basic			√				√				√	
	Ttr10	Quality of Tourism Services	basic			√				√				√	
	Ttr7	Touristic Investment	basic			√				√				√	
	Ttr1	French language	basic			√				√				√	
	Ttr6	Touristic planning	basic			√				√				√	

Stage	Code	Course	Type										
	Ttr5	Management of travel and tourism companies	basic			√			√			√	
Fourth Stage	Ttf8	Touristic media	basic			√			√				√
	Ttf5	French language	basic			√			√				√
	Ttf2	Touristic sites analysis	basic			√			√				√
	Ttf7	Touristic crisis administration	basic			√			√				√
	Ttf1	English language	basic			√			√				√
	Ttf3	Research preparation and methods	basic			√			√				√
	Ttf9	Tourism legal legislation	basic			√			√				√
	Ttf6	Touristic marketing	basic			√			√				√
	Ttf4	Human resources management	basic			√			√				√
	Ttf10	Tours organization	basic			√			√				√

- **Please tick the boxes corresponding to the individual program learning outcomes under evaluation.**